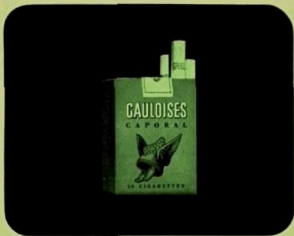


LEO BURNETT COMPANY, Inc.

Ad No. 131—Req. No. 32010— $\frac{1}{4}$ Page—B&W—4 $\frac{1}{16}$ x $5\frac{1}{2}$ in.—Realites, June, 1964

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**Unavailable
in vending machines everywhere**

Everywhere in the United States, that is. Vending machines in France, of course, are bound to carry France's best-selling cigarette.

Although blended in France, Gauloises *are* available in America, and at American prices. But you have to ask for them at cigarette counters. And what's more, only certain cigarette counters carry them.

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